

IN THE
UNITED STATES PATENT AND TRADEMARK OFFICE

13

Inventor(s): CZEPLUCH, Ralf

Confirmation No.:

Application No.: NYA

Examiner: Not Yet Assigned

Filing Date: Herewith

Group Art Unit: NYA

Title: METHOD FOR ATTRACTING CUSTOMERS, ON-LINE STORE, ASSEMBLY OF WEB PAGES
AND SERVER COMPUTER SYSTEM

COMMISSIONER FOR PATENTS
Washington, D.C. 20231

INFORMATION DISCLOSURE STATEMENT

Sir:

This Information Disclosure Statement is submitted:

- ☒ under 37 CFR 1.97(b), or
(Within three months of filing national application; or date of entry of national application; or before mailing date of first office action on the merits; whichever occurs last)
- ☐ under 37 CFR 1.97(c) together with either a:
☐ Statement under 37 CFR 1.97(e), or
☐ a \$180.00 fee under 37 CFR 1.17(p), or
(After the CFR 1.97 (b) time period, but before final action or notice of allowance, whichever occurs
- ☐ under 37 CFR 1.97 (d) together with a:
☐ Statement under 37 CFR 1.97(e), and
☐ a petition under 37 CFR 1.97(d)(2), and
☐ a \$180.00 petition fee set forth in 37 CFR 1.17(p).
(Filed after final action or notice of allowance, whichever occurs first, but before payment of the issue fee)

Please charge to Deposit Account **08-2025** the sum of \$0.00. At any time during the pendency of this application, please charge any fees required or credit any overpayment to Deposit Account **08-2025** pursuant to 37 CFR 1.25.

☒ Applicant(s) submit herewith Form PTO 1449 - Information Disclosure Citation together with copies, of patents, publications or other information of which applicant(s) are aware, which applicant(s) believe(s) may be material to the examination of this application and for which there may be a duty to disclose in accordance with 37 CFR 1.56.

☐ A concise explanation of the relevance of foreign language patents, foreign language publications and other foreign language information listed on PTO Form 1449, as presently understood by the individuals(s) designated in 37 CFR 1.56 (c) most knowledgeable about the content is given on the attached sheet, or where a foreign language patent is cited in a search report or other action by a foreign patent office in a counterpart foreign application, an English language version of the search report or action which indicates the degree of relevance found by the foreign office is listed on form PTO 1449 and is enclosed herewith.

It is requested that the information disclosed herein be made of record in this application.

* Express Mail" label no. **EV 012136442 US**

Date of Deposit **October 5, 2001**

I hereby certify that this is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to: Commissioner for Patents, Washington, D.C. 20231

By

Typed Name: **Deirdre Curran**

Respectfully submitted,

CZEPLUCH, Ralf

By

Paul D. Greeley

Attorney/Agent for Applicant(s)

Reg. No. **31,019**

Date: **October 5, 2001**



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By Deirdre Curran
Typed Name: **Deirdre Curran**

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Paul D. Greeley

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Attorney/Agent for Applicant(s)

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Date: **October 5, 2001**

FORM PTO-1449

LIST OF PATENTS AND PUBLICATIONS FOR
APPLICANT'S INFORMATION DISCLOSURE
STATEMENT

(Use several sheets if necessary)

ATTY. DOCKET NO.

20010896

APPLICATION NO.

NYA

CONFIRMATION NO.

NYA

APPLICANT

CZEPLUCH, Ralf

FILING DATE

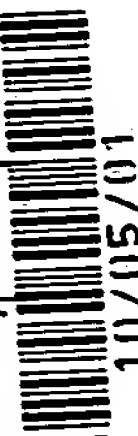
Herewith

GROUP

NYA

11046 U.S. PTO

09/971944



10/05/01

REFERENCE DESIGNATION

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS
	1A	5,710,887	January 20,1998	Chelliah, et al.	395	226
	1B					
	1C					
	1D					
	1E					
	1F					
	1G					
	1H					
	1I					
	1J					
	1K					

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	TRANSLATION	
							YES	NO
	1L							
	1M							
	1N							
	1O							
	1P							

OTHER REFERENCES (including Author, Title, Date, Pertinent Pages, etc.)

	1Q	David G. Messerschmitt, Understanding Networked Applications, 2000, pages 83-86, 451-453 English
	1R	Jane Chen et al.: Can Advergaming Be The Future Of Interactive Advertising?, undated, www.kpe.com/ourwork/viewpoints/viewpoints.advergaming_4_.shtml , visited 6 August 2001. English
	1S	www.klangundkleid.ch/competition/start.asp , visited 27 September 2001. German (English language abstract is enclosed)

EXAMINER

DATE CONSIDERED

FORM PTO-1449 LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT (Use several sheets if necessary)	ATTY. DOCKET NO. 20010896	APPLICATION NO. NYA	CONFIRMATION NO. NYA
	APPLICANT CZEPLUCH, Ralf		
	FILING DATE Herewith	GROUP NYA	

REFERENCE DESIGNATION U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS
	2A					
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	2F					
	2G					
	2H					
	2I					
	2J					
	2K					

FOREIGN PATENT DOCUMENTS

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							YES	NO
	2L							
	2M							
	2N							
	2O							
	2P							

OTHER REFERENCES (including Author, Title, Date, Pertinent Pages, etc.)

	2Q	www.sitebranding.com/how_it_works.htm, visited 6 August 2001 English
	2R	
	2S	

EXAMINER	DATE CONSIDERED
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